

Bell & Howell
MOVIE EQUIPMENT

8^{mm}

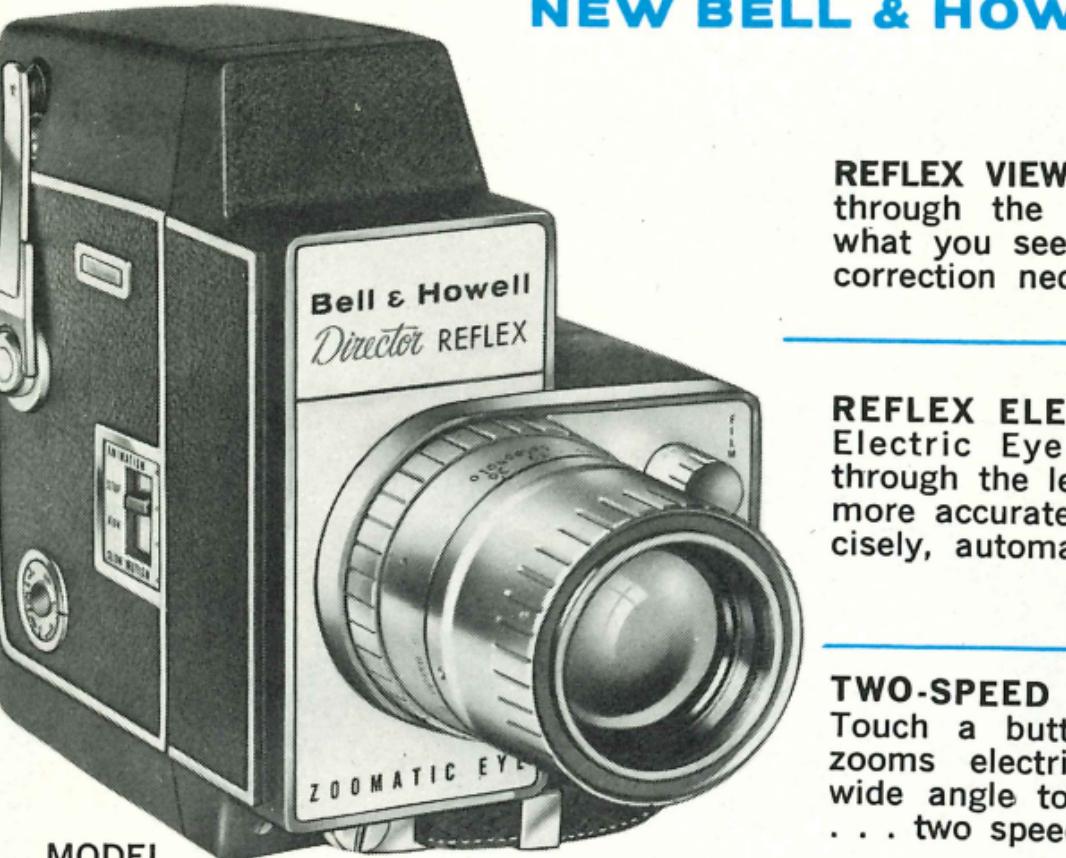
Bell & Howell 8^{mm} CAMERAS

FEATURING

A
NEW
WORLD
OF



NEW BELL & HOWELL DIRECTOR REFLEX ZOOMATIC EYE CAMERA



MODEL
444

REFLEX VIEWING. View directly through the lens. Get exactly what you see . . . no parallax correction necessary.

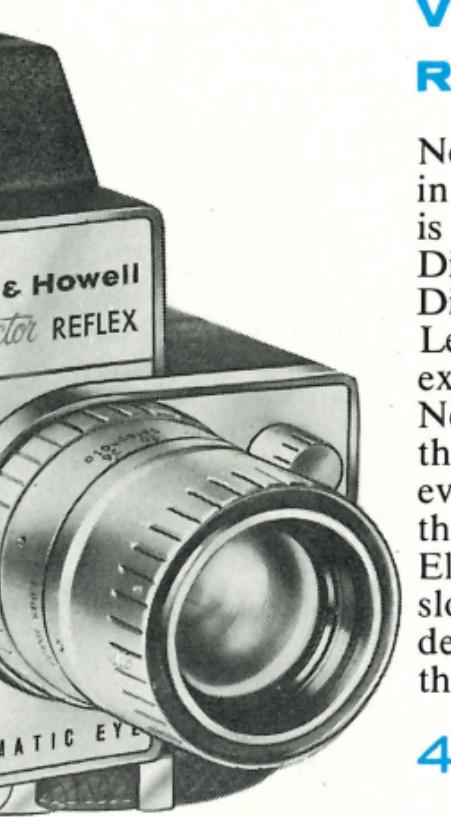
REFLEX ELECTRIC EYE. The Electric Eye measures light through the lens. Sets exposure more accurately . . . more precisely, automatically.

TWO-SPEED ELECTRIC ZOOM. Touch a button and the lens zooms electrically from 9mm wide angle to 36mm telephoto . . . two speeds.

FOCUSING LENS. Fast f/1.8 lens with ground glass spot-focusing gives sharp detailed movies as close as 3-feet.

SLOW MOTION AND FADE EFFECTS. Capture special scenes in slow motion, or gradually fade from one scene to another just like a professional.

MANY EXCLUSIVE FEATURES. The Director Reflex has more exclusive features than any other 8mm camera in the world. You get superlative results . . . simply, quickly, without effort.



MODEL
434

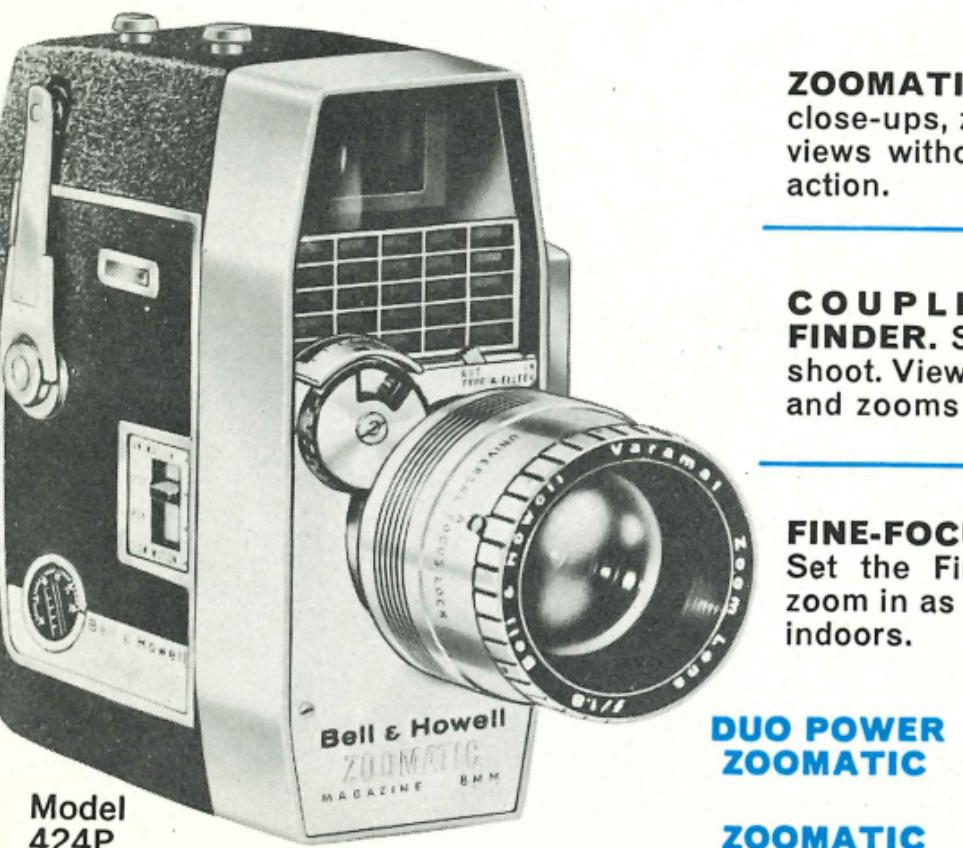
BUILT FOR PEOPLE WHO WANT THE FINEST IN PHOTOGRAPHIC VERSATILITY AND PROFESSIONAL RESULTS EVERY TIME

Now Bell & Howell brings you a scientific wonder in the field of motion pictures. A revolutionary camera that is unmatched in precision and versatility . . . the Director Reflex Zoomatic Eye. So unique in design, the Director Reflex is the only camera in the world that lets the Lens . . . the Electric Eye . . . the Film . . . and you see exactly the same scene as that being photographed. Now professional movie effects become a reality even for the novice . . . gives the most discriminating photographer every feature imaginable . . . through the lens viewing . . . through the lens Electric Eye . . . whisper-quiet two-speed Electric Zoom Control . . . automatic finger-tip slow motion . . . smooth dramatic fades . . . plus many delightful discoveries you'll make when you handle the Director Reflex camera.

444 Zooms from 9mm to 36mm . . . 3-second magazine loading . . . 11-foot film run.

434 Quick drop-in spool loading . . . Long 15-foot film run . . . Zooms from 9mm to 36mm.

NEW Bell & Howell DIRECTOR SERIES ZOOMATIC



Model
424P

ZOOMATIC LENS. Zoom in for close-ups, zoom out for panoramic views without losing a second of action.

COUPLED ZOOM VIEW-FINDER. See zoom action as you shoot. Viewfinder is coupled to lens and zooms the view automatically.

FINE-FOCUS LENS CONTROL. Set the Fine-Focus Control and zoom in as close as 6 feet... even indoors.

DUO POWER ZOOMATIC **424P** Power zooms the lens from 9 to 27 mm. 3-second magazine loading. Tell-tale signal shows proper magazine operation.

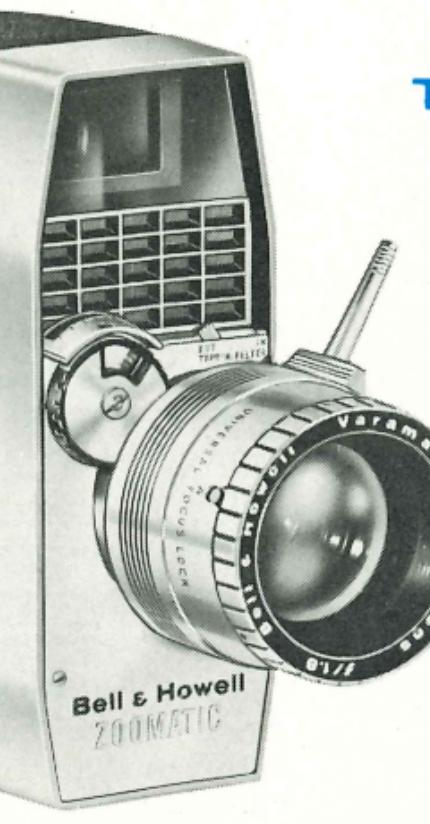
ZOOMATIC **424** Same as 424P, with manual zoom lever.

ELECTRIC EYE. Automatically controls exposure. Even when you zoom or switch from normal to slow motion speed.

EXCLUSIVE FINGERTIP SLOW MOTION. Switch instantly and automatically from normal speed to slow motion and back again... no lost action.

PLUS MANY QUALITY FEATURES. Exposure Beacon. Built-in Type A Filter. 3-Way Starting Button. Film Speed (ASA 10 to 40) Dial. Long Film Run.

COMBINES EXCITING ZOOM WITH INSTANT SLOW MOTION!



Model
414

THE **ZOOMATIC** GREATEST ADVANCE IN 8mm MOVIE CAMERAS...

The new ZOOMATIC is the first camera in the world that combines exciting zoom with instant slow motion... yet, you needn't move a step or miss a split-second of action to change lenses. Zoom in... Zoom out... capture speeding subjects in slow motion and the rugged Electric Eye sets the powerful f/1.8 lens precisely, automatically! Bring these advanced Hollywood and TV techniques to your home movies... no other camera, at any price, offers all these remarkable features. Try this new adventure in automatic photography today!

DUO POWER ZOOMATIC **414P** Zoom the picture at the touch of the power zoom buttons. 9 to 27mm zoom range. Easy drop-in spool loading.

ZOOMATIC **414** Same as 414P, with manual zoom lever.



MODEL
444

NEW BELL & HOWELL DIRECTOR REFLEX ZOMOMATIC EYE CAMERA

REFLEX VIEWING. View directly through the lens. Get exactly what you see . . . no parallax correction necessary.

REFLEX ELECTRIC EYE. The Electric Eye measures light through the lens. Sets exposure more accurately . . . more precisely, automatically.

TWO-SPEED ELECTRIC ZOOM. Touch a button and the lens zooms electrically from 9mm wide angle to 36mm telephoto . . . two speeds.

FOCUSING LENS. Fast f/1.8 lens with ground glass spot-focusing gives sharp detailed movies as close as 3-feet.

SLOW MOTION AND FADE EFFECTS. Capture special scenes in slow motion, or gradually fade from one scene to another just like a professional.

MANY EXCLUSIVE FEATURES. The Director Reflex has more exclusive features than any other 8mm camera in the world. You get superlative results . . . simply, quickly, without effort.



MODEL
434

BUILT FOR PEOPLE WHO WANT THE FINEST IN PHOTOGRAPHIC VERSATILITY AND PROFESSIONAL RESULTS EVERY TIME

Now Bell & Howell brings you a scientific wonder in the field of motion pictures. A revolutionary camera that is unmatched in precision and versatility . . . the Director Reflex Zoomatic Eye. So unique in design, the Director Reflex is the only camera in the world that lets the Lens . . . the Electric Eye . . . the Film . . . and you see exactly the same scene as that being photographed. Now professional movie effects become a reality even for the novice . . . gives the most discriminating photographer every feature imaginable . . . through the lens viewing . . . through the lens Electric Eye . . . whisper-quiet two-speed Electric Zoom Control . . . automatic finger-tip slow motion . . . smooth dramatic fades . . . plus many delightful discoveries you'll make when you handle the Director Reflex camera.

444 Zooms from 9mm to 36mm . . . 3-second magazine loading . . . 11-foot film run.

434 Quick drop-in spool loading . . . Long 15-foot film run . . . Zooms from 9mm to 36mm.

NEW Bell & Howell ZOOM ELECTRIC EYE



Model
314C

COUPLED ZOOM VIEWFINDER

You see what the camera sees . . . no guesswork, you're in control of your pictures all the time.

ELECTRIC EYE EXPOSURE BEACON Electric Eye sets lens automatically. When exposure beacon is yellow, shoot. If you can't see it, stop—there's not enough light.

3-WAY STARTING BUTTON Get yourself in the picture . . . push all the way down for continuous run. Push up for single frame shooting . . . down slightly for normal run.

BUILT-IN FILTERS

Slide the haze filter in for sharper movies — to shoot indoor film outdoors use the type A filter.

FILM SPEED DIAL You're ready now for the faster films of the future . . . film speeds all the way from ASA 5 to 40 at your command.

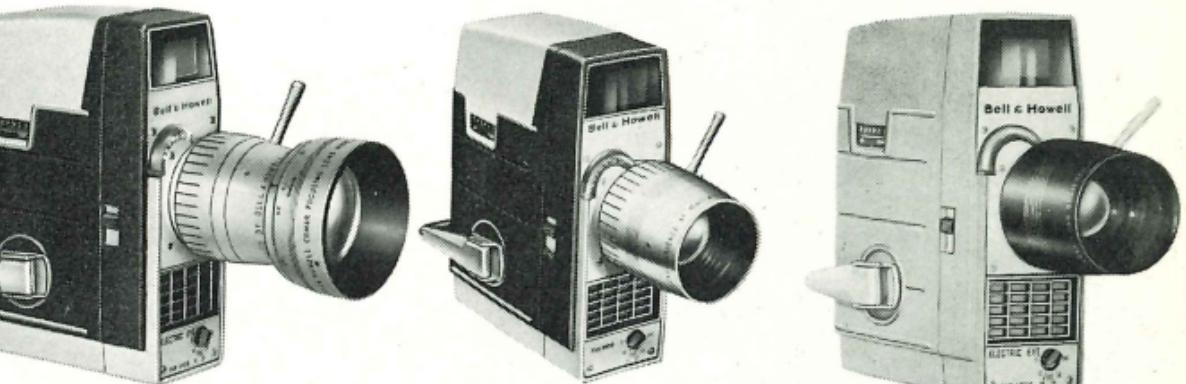
MORE BELL & HOWELL PLUS FEATURES

- Easy roll-film loading
- Automatic footage indicator
- Long 10 foot film run
- Die-cast aluminum construction.

POPULAR PRICED MOVIE CAMERAS WITH MANY DELUXE FEATURES

**ZOOM IN FOR CLOSE UPS
... ZOOM OUT FOR PANORAMIC VIEWS**

Now . . . the magic of Bell & Howell zoom comes to the medium-priced camera field. Electric eye . . . coupled viewfinder . . . 3 to 1 zoom range . . . Bell & Howell quality and styling. The perfect camera for you . . . so easy to use just pick it up and start shooting wonderful automatic color movies with your very first roll of film.



MODEL 314

9 to 27 mm f/1.8
Zoom Lens. New
Comar focusing lens
attachment for
"Needle-sharp" mov-
ies. Built-in filters.

MODEL 312

9 to 27mm f/1.8
Zoom Lens. Coupled
Zoom Viewfinder.
Built-in filters. To-
tally automatic.

MODEL 310

Budget Priced Zoom
Electric Eye Camera
9 to 27mm f/2.3
lens. Totally Auto-
matic less built-in
filters.



LOOK THROUGH THE AMAZING VIEWFINDER PERISCOPE...

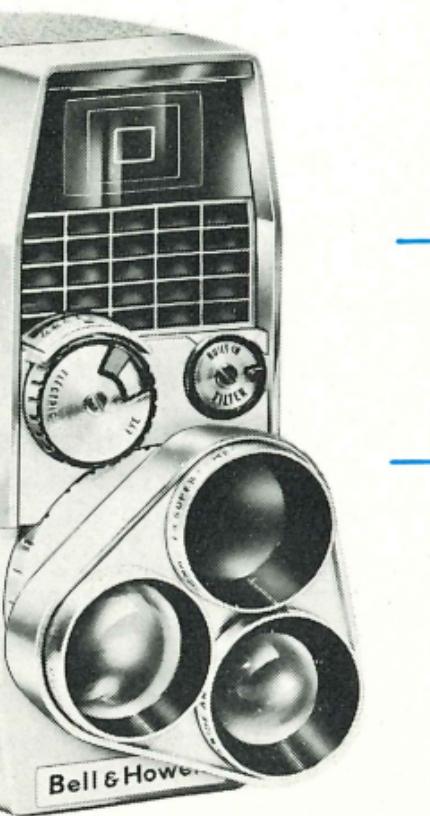
Raise the precision Director Series Turret Electric Eye camera to your eye, and you see all camera settings in the exclusive Viewfinder Periscope. Now a quick twist of the turret and you switch smoothly and swiftly from the fast, normal 10mm f/1.8 lens to the long telephoto for close-ups, or to the wide angle for big-view scenes. Without taking the camera from your eye, press down the 3-way starting button. Switch instantly and automatically from 16 to 48 fps. Capture the slow motion sequence automatically without stopping the camera . . . without making an adjustment.



**DIRECTOR
SERIES**

420

3-lens turret model with 3 second magazine loading. Tell-Tale Signal shows proper magazine operation.



**DIRECTOR
SERIES**

410

3-lens turret model with fast drop-in spool loading and automatic footage counter.

3-LENS TURRET. All 3 critically sharp f/1.8 lenses are built into precision quick-turn turret.

EXCLUSIVE VIEWFINDER PERISCOPE. Data center in viewfinder shows all camera settings at a glance.

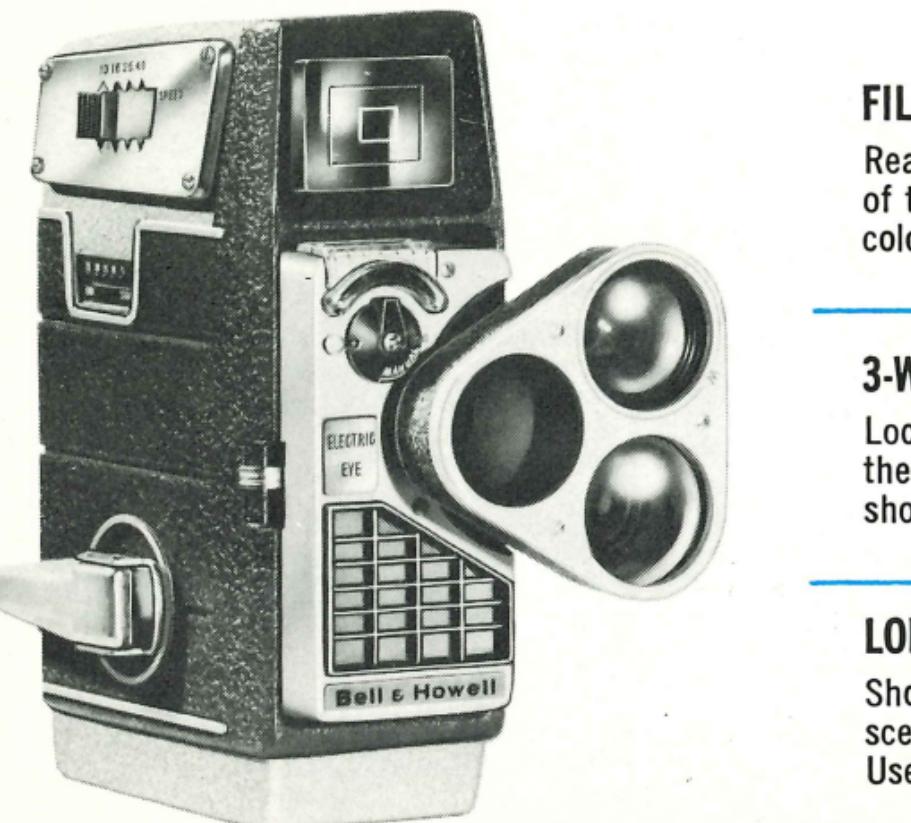
ELECTRIC EYE EXPOSURE CONTROL. Even if light changes as you shoot, the Electric Eye sets all 3 lenses . . . automatically.

AUTOMATIC FINGERTIP SLOW MOTION. Switch instantly from normal speed to slow motion and back again while shooting.

EXCLUSIVE RESERVE POWER INDICATOR Easy crank-wind for longest 8mm film runs. Reserve Power Indicator shows when to wind.

PLUS MANY VERSATILE FEATURES. 3-Way Starting Button. Built-in Type A Filter. Exposure Beacon. Film Speed (ASA 10 to 40) Dial.

Bell & Howell *Perpetua* ELECTRIC EYE



FILM SPEED SELECTOR

Ready now for faster films of the future. Settings for color films, ASA 10 to 40.

3-WAY STARTING BUTTON

Locks so you can get into the picture. Single-frame shots, too.

LONG 10-FT. FILM RUN

Shoot over 6 average-length scenes each fast winding. Use economical 50-ft. roll film.

PICTURE WINDOW VIEWFINDER

Sight fast—no squinting. Signals if light's too dim for perfect movies.

BUILT-IN FILTER FOR 3 LENSES

Normal, wide-angle, or telephoto shots. Type A filter—use indoor film outdoors.

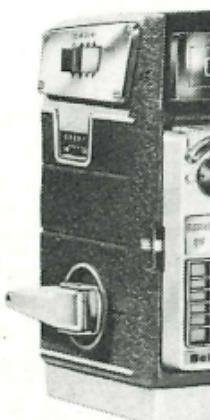
PERPETUA ELECTRIC EYE

Measures light and sets the lens automatically—even as you shoot.

CAMERA ... SHOOT MOVIES AUTOMATICALLY!

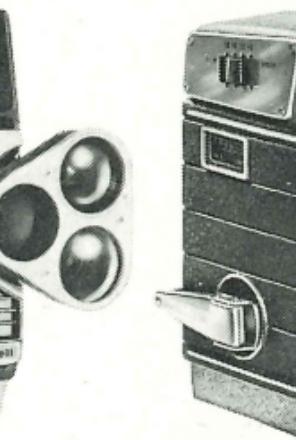
ELECTRIC EYE SETS LENS FOR YOU—CONTINUOUSLY!

No need to stop shooting to make a lens adjustment in the middle of a once-in-a-lifetime scene. The Perpetua Electric Eye keeps the lens set perfectly at all times—even if you pan from bright to shady areas, or if a cloud passes over head as you shoot. Only a full-time Electric Eye, like this, assures that every foot of film will be properly exposed.



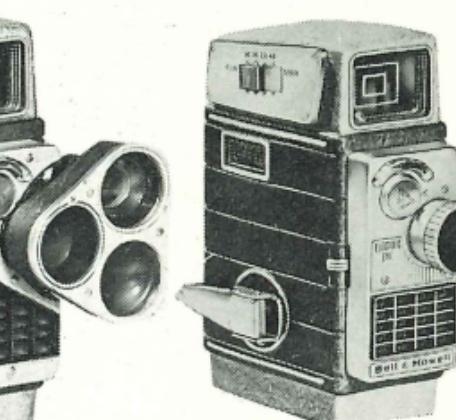
PERPETUA 393E

Fast 10mm f/1.8 lens; $2\frac{1}{2}$ X telephoto and 6.5mm wide-angle lenses on Safeguard turret. Totally automatic and manual control.



PERPETUA 390TE

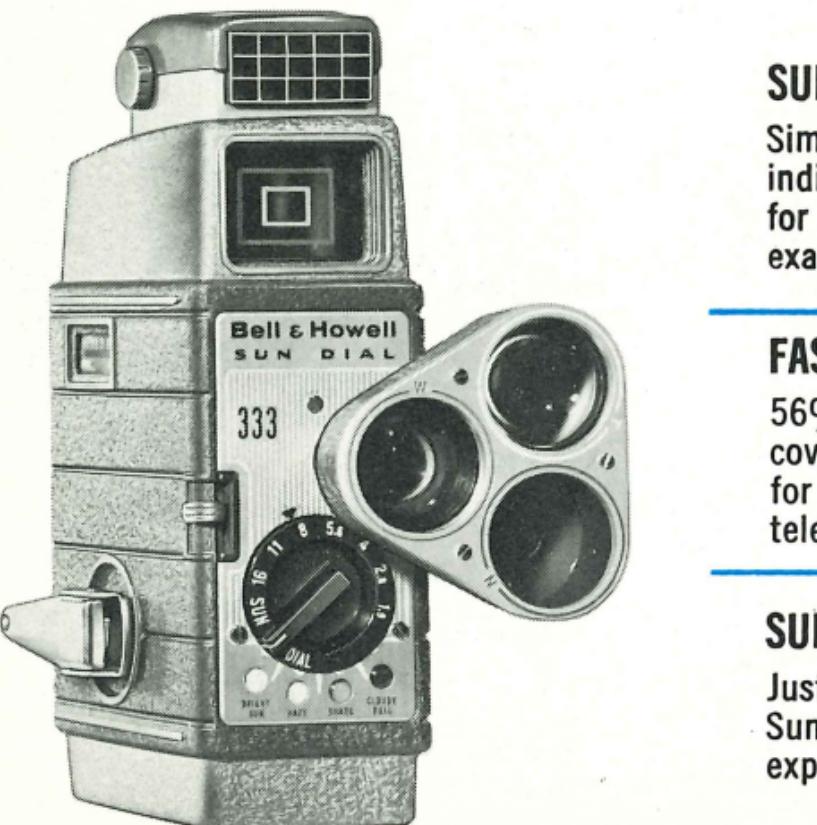
Totally automatic 3-lens Safeguard turret model. With 10mm f/2.3 prime lens; 6.5mm wide-angle and 25mm telephoto auxiliary lenses.



PERPETUA 390E

Totally automatic single-lens model. 10mm f/2.3 lens—56% more picture coverage. Without built-in filter.

FAMOUS Bell & Howell SUNOMETER CAMERAS



SUNOMETER

Simple Sunometer exposure indicator measures light for you, points out exact Sun Dial setting.

FAST 10mm LENS

56% more picture coverage. Turn turret for wide-angle or telephoto shots.

SUN DIAL

Just set dial to match Sunometer reading. Exact exposures, every time.

AUTOMATIC FOOTAGE COUNTER

Shows amount of film remaining. Use 50-ft. roll films, ASA 10 to 40.

LONG 10-FT. FILM RUN

Fast crank wind. 3-way starting button for continuous-run and single-frame shots

BIG PICTURE WINDOW VIEWFINDER

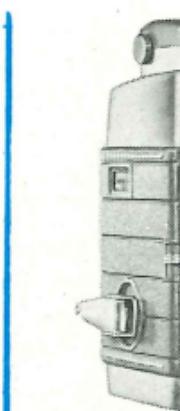
See subjects big and clear. Shows views for all three lenses, too.

... NO GUESSWORK... SURE SHOTS INDOORS AND OUT!

TOP CAMERA VALUE IN THE LOWER-PRICE RANGE

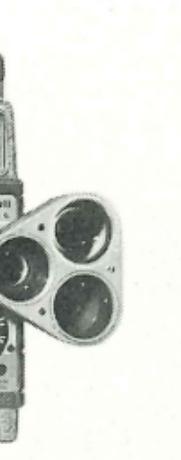
Glance at the Sunometer for a precise exposure reading, set the Sun Dial, and you're set to shoot. Movies are never too dark, never too light—always just right.

The popular Sunometer is top-quality throughout: All die-cast aluminum construction, precise film movement, Super Comat lens, versatile controls, plus built-in picture-taking ease enabling the beginner to get good results his first try.



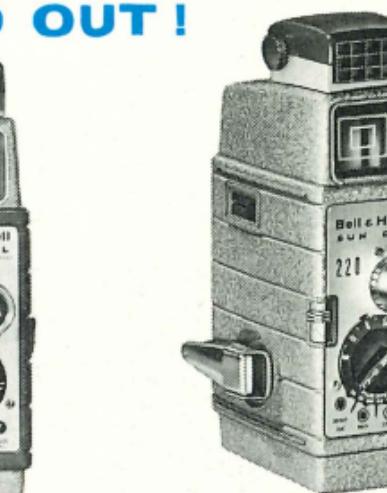
SUNOMETER 333

3-lens model. Fast f/1.9 Super Comat lens; 2½X telephoto and 6.5mm wide-angle auxiliary lenses on Safeguard rotating turret.



SUNOMETER 319

Single-lens camera: with extremely fast f/1.9 Super Comat lens.



SUNOMETER 220mm

Same, with 10mm f/2.5 Comat lens. Finest budget-priced camera.

EVERYTHING NEEDED TO TAKE AND SHOW YOUR OWN HOME MOVIES

MATCHED FOR PERFECTION

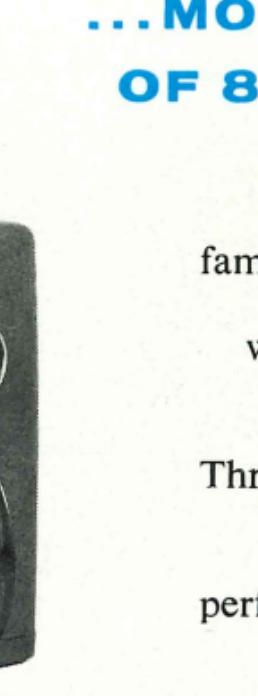
Here's all the equipment you need to start taking beautiful color movies right away—indoors or out. Each outfit features perfectly matched Bell & Howell equipment, selected by specialists to assure consistently outstanding performance.



COMPLETE MOVIE OUTFIT

• Camera • Camera Case • Projector

• Sungun or Lightbar • Floodlamps • Castle cartoon • Projection screen



ACCESSORIES

...MOST COMPLETE LINE-UP OF 8mm MOVIE PROJECTORS

Watch your movies leap to life on a famous Bell & Howell 8mm movie projector.

Movies are better, brighter than ever, when they're shown on the world famous Bell & Howell Monterey budget-priced projector or the revolutionary Automatic Threading Wireless Remote Control projector.

Bell & Howell projectors are easiest to operate . . . finest of all in performance. Ask your dealer for a demonstration.



Your Bell & Howell Dealer has a complete line of accessories available for Bell & Howell cameras and projectors. Slip-on filters . . . Camera carrying cases . . . Projection cans and reels . . . Opti-Kleen . . . the finest lens and optical glass cleaner.





Bell & Howell

finer products through imagination

7100 McCormick Road Chicago 45, Illinois